



**HOWARD
JOHNSON'S**

LANDMARK

Christmas Issue

1961

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CHRISTMAS ISSUE
VOL. V NO. 2

Editor: EVELYN G. SULLIVAN

Associate Editor: ROBERT D. PARKS

Reporters: JOSEPH DELANEY, *Florida*; MARGARET HOPPER, *Pennsylvania*; AUSTIN MCNAMARA, *Ohio*; RUTH HATCHFIELD, *Massachusetts*; IRVING ZALK, *New York*; FRANK BARRETT, *Illinois*; RALPH DELLEVIE, *Motor Lodge Division*; CHARLES MAYNE, *Washington, D. C.*

HOWARD JOHNSON COMPANY

89 BEALE STREET, WOLLASTON, MASSACHUSETTS
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SERVE BEST PROFIT MOST

The Howard Johnson's and its employees which truly serves its community will build a reservoir of good will and friendship.

A community will patronize a business which extends its hands to support and assist in those needs which can build a healthy community.

NEEDS . . . a well operated Howard Johnson's which encourages its employees to vote and to take an active interest in civic as well as governmental affairs.

A HEALTHY COMMUNITY is composed of businessmen who recognize their obligation to the public . . . that of being good American leaders.

At Christmastide

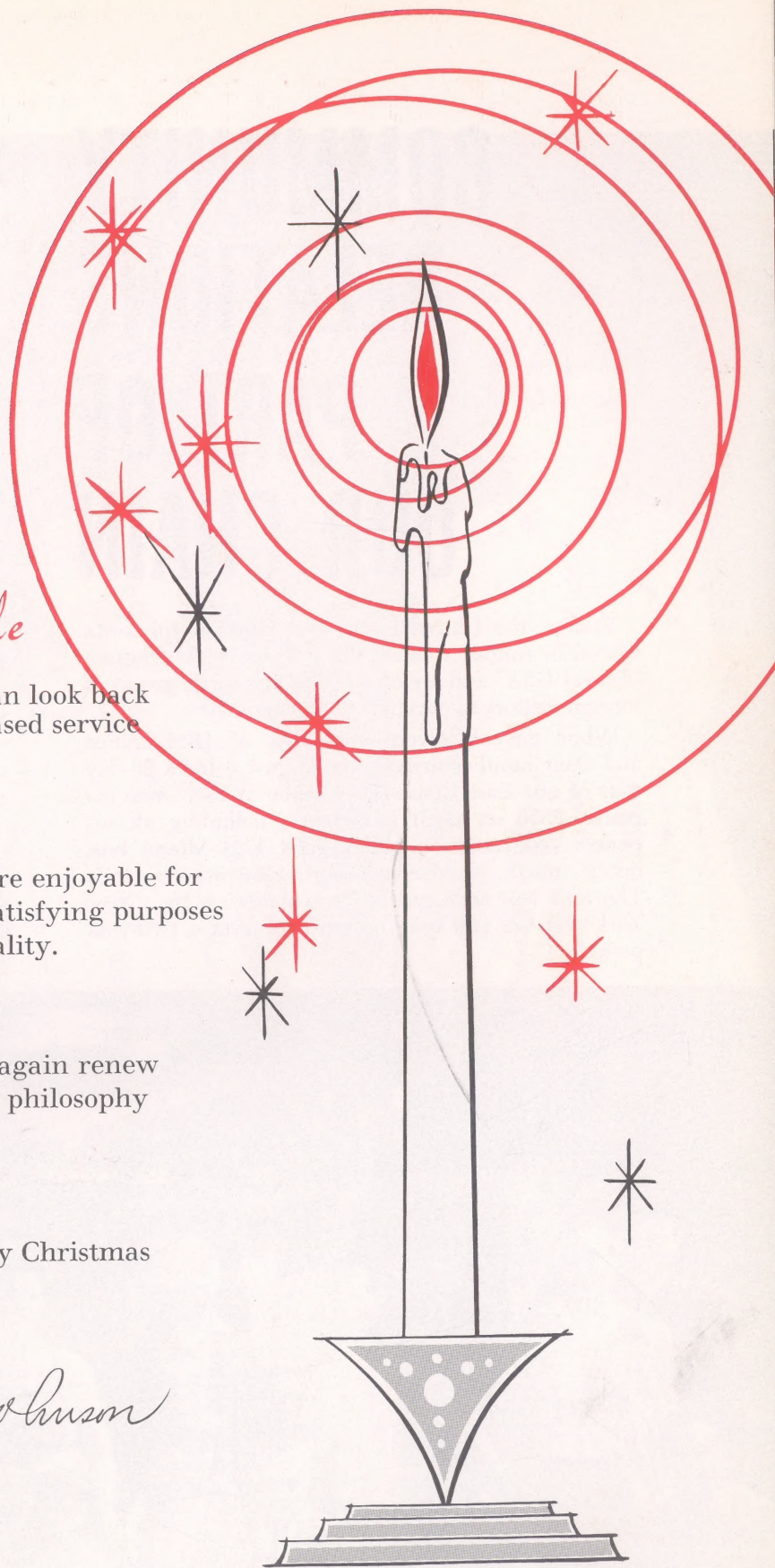
Each of us in Howard Johnson's can look back on 1961 as a year marked by increased service to our fellow men.

This dedication to making life more enjoyable for others, is indeed, one of the most satisfying purposes for us whose life's work is in hospitality.

During this holiday season, let us again renew for 1962 our spirit and faith in this philosophy of service to others.

I wish you and yours a most Merry Christmas and a Happy New Year.

Howard B. Johnson
President



COMMUNITY RELATIONS PART OF OUR CHAIN

France, the United States and Howard Johnson's united in August to start the government's program "Travel USA" and welcomed the first large group of foreign visitors to vacation in this country.

Who? Seventy-seven employees of IBM-France and their families arrived on August 3 for a 20-day tour of our East Coast. They came at their own expense, \$550 for each participant, including all expenses (transatlantic plane, New York-Miami bus, hotels, meals, sightseeing, tips, interpreters, etc.). The tour was arranged by Tour America, Inc., New York and the cost may be paid for over a two-year period.

This type of low-cost tour will make it possible for great numbers of Europe's Middle Class to come to the United States.

The Capsule Itinerary. A week in New York with visits to the United Nations, Rockefeller Center, Statue of Liberty, IBM plant in Poughkeepsie, boat trip around Manhattan, etc., Independence Hall, Philadelphia and two days sightseeing in Washington before traveling on for a fabulous week in Miami Beach, Florida.

The Howard Johnson Company was selected to serve the group on their tour and through the cooperative efforts of Mr. Joseph Delaney in our Miami Office and Tour America, Inc. preplanned luncheon and dinner schedules were planned down the coast. Managers and Supervisors were alerted well in advance and were ready and waiting with a warm welcome for our foreign visitors.

Mr. Pierre Franey, a native of France and Vice President of Quality Control and Food Research was Howard Johnson's Ambassador and welcoming host to the group. Mr. Franey presented each traveler with a Howard Johnson's Colapso Cooler bag filled with candy snacks, plastic bag, moistened towels, and maps to help make their trip more enjoyable.

Pierre Franey, front row, third from left was Howard Johnson's Ambassador and Welcoming Host. A portion of the group in front of Hotel Edison in New York.





On their way!



IBM-France vacationers enter the headquarters of IBM World Trade Corporation on United Nations Plaza.



After an all night bus ride . . . inviting Daytona Beach was waiting.



"Que nous sommes agipés!"

"We're so excited!"

"Johnson Girl" Margaret Wells serves special treats to the younger travelers at Ft. Lauderdale Galt.



PARTICIPATION

Pierre Franey, Vice President in charge of Quality Control and Food Research; John Clancy of the Christopher Rider House, Chatham, Mass.; Betty Pacheco, Miss Scallop Festival of the Scallop Festival held in New Bedford, Mass. Famous New England restaurants sent their top ranking chefs to prepare their own scallop recipes for national food writers. This is an annual event at the Bay State seaport.



FAMILY OF THE DAY *Mr. and Mrs. Claude Bonhomme, two year old son Jimmy, and cousin Louise Lefebvre all from Montreal, Canada are welcomed to the Howard Johnson's restaurant in Plattsburgh, New York by franchise operator Edward Smith and Manager.*

The Howard Johnson's restaurant in Plattsburgh, New York cooperated this summer with their Chamber of Commerce to help stimulate business from communities bordering Lake Champlain in Canada. A very high percentage of their tourist trade comes from Canada and the devaluation of the Canadian dollar threatened to hurt business until the local Merchants Association and the Chamber of Commerce started a campaign for the summer months.

Each week a Canadian family was chosen at the Canadian border as they cleared U. S. Customs in the village of Champlain to be the **TOURIST FAMILY OF THE DAY**. Their car license number was telephoned ahead to the Plattsburgh police and as their car approached the city limits a smiling officer invited them to follow the squad car to the City Hall to

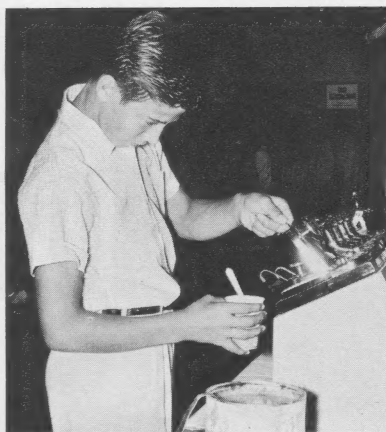
meet Mayor Tyrell. As the family disembarked from the car, a local florist presented a bouquet. Flashbulbs from the press flashed while mobile equipment broadcast the Mayor's welcome over local radio stations. The hospitality package given to the **FAMILY OF THE DAY** included gift certificates from five stores, \$25.00 in cash, complimentary meal and hotel accommodations, and passes to theaters and area attractions.

The Howard Johnson's restaurant provided complimentary meals as well as gifts for the younger visitors.

This program will be repeated again next season since it realized tremendous publicity—far beyond the cost of the program—from American newspapers, radio and television media. But more importantly it proved that Plattsburgh is a city of hospitality.



Miss Bentë Lyck, guest of honor, Mrs. Mary Beck and Mr. Kenneth MacLean of Howard Johnson's, New Brunswick, N. J.



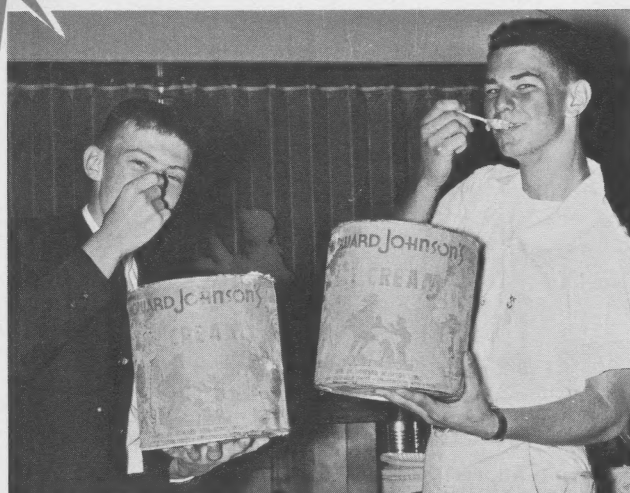
Concentration!



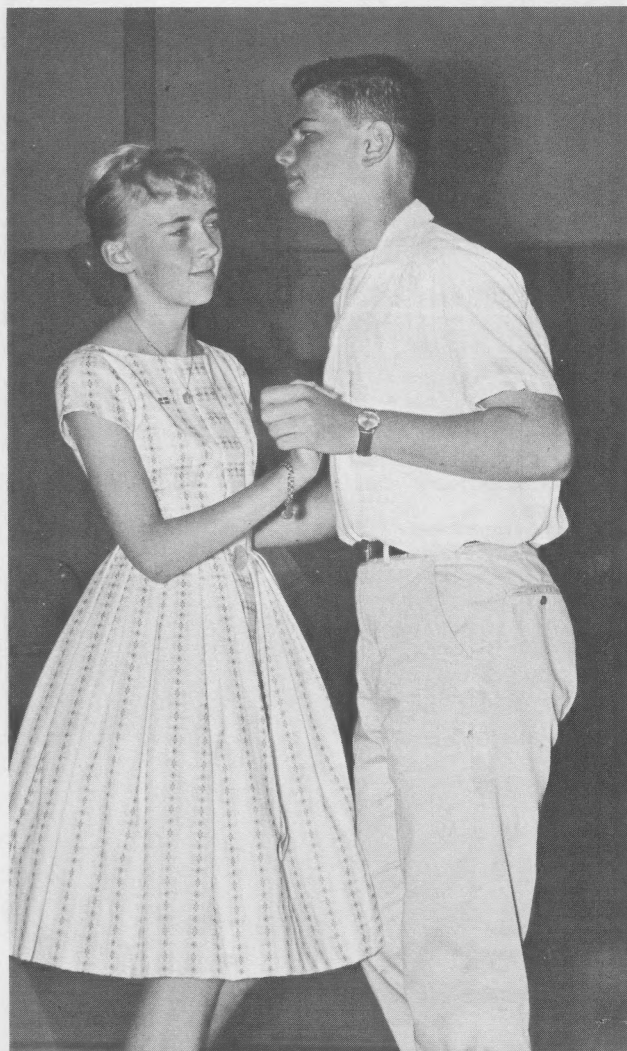
Mary Anne McDermott makes a sundae.



"Do-It-Yourself" soda fountain.



Bill and Bob Jones enjoy clean up duty.



Guest of honor enjoys American dancing with Bill Jones of New Brunswick.



Welcome Lincolnwood, Illinois



Another Landmark stands stately in readiness to serve its guests.



Opening kitchen staff ready to serve with Supervisors Rolfe Lingner and Peter Klentos (at right) to assist.



We're proud of this handsome opening staff who were efficiently trained and guided by Supervisor Mrs. Ruth Morgan.



Opening Supervisory Staff Rolfe Lingner, Ruth Morgan, Frank Barrett, Donald Benjamin, Manager Steven Katz, and Peter Klentos.



OPENING DAY

Dayton, Rt. 25, Ohio



Franchise Manager-Operator Norman Hyams and Hostess Rosemary Cromer discuss menu.



Paul Simpson, Joan Compton, Pat Mason, Mary Polaski and Diane Hrab.



"Johnson Girl" Doris King anxiously awaits first guest being ushered by Miss Cromer.



Waiting for orders . . . George Autter, Darwin Webb, Cecil Fullen and George Kentner.



The leaders—Mr. Norris, Supervisor; Mr. Norman Hyams, Franchise Operator; Miss Fackler, Supervisor; and Mr. Richards, Manager.



REMODELED BRONX-WHITESTONE,

New York, features an increased merchandising area which has stimulated the sale of resale products.

CONVERSATION PIECE —new treatment of cocktail bar in Bronx-Whitestone. Note white brick wall in wing area which is not only decorative but reflects light for more pleasant dining.



WHAT'S NEW IN DESIGN



THE PAVILION, new Howard Johnson's snack bar on the grounds of the Ringling Museums in Sarasota, Florida. Architect William Rupp, A. I. A., designed the unique 16-sided structure. The interior is glass enclosed, has a cooling and heating system together with serving equipment for 36 patrons, rest rooms and sky-lighted roof. Outside its perimeter, an additional 36 patrons can be accommodated in a cafe-like atmosphere similar to the open-air cafes so popular in Europe.

LANDMARK

LAMPLIGHTER ROOM



EAST HARTFORD, CONNECTICUT

adds Lamplighter Room. The interior has Teak wall paneling, a specially designed chandelier, and post lantern. The antique gold-vein mirror applied to the rear wall has a free-standing wrought iron and brass grill. Tables have Formica "Rosewood" tops with brass bases. The carpeted floor completes the decor for that feeling of dining in luxury at moderate prices.

THE SIDE WALL *has recessed niches with Rosewood moldings and the background of the niches is covered with a decorative vinyl plastic.*

LANDMARK





MID-ATLANTIC

"WHAT NO CHOCOLATE"

Elaine and Michael Simpson were opening hour guests.

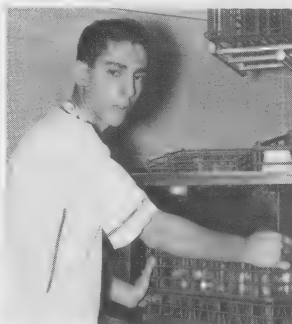


VILLANOVA, PA. OPENS AFTER TWENTY YEARS.

The property site for this new Villanova store has been owned by the company for twenty years. It was not a forgotten project but one which had to wait its turn for development. In the true tradition of a grand opening a buffet dinner was held for some hundred invited guests on the eve of opening day.



Buffet guests: L to R: Miss Pratt, Mr. George Pratt, Mr. Robert Pearce, and Mrs. George Pratt.



Joseph Pitetti goes to work.



Lorraine Lupold tends the fryolators.



Left to Right: Lorraine Lupold, Debbie Gere, Joyce Knight, Peggy Lewis. Rear: Penny King, Susan Shifter, Dorothy DiPietro, Agnes McGattigan, Anne Uhl, JoAnn Farley, Dana Paciello, Debbie Dearing, Helen Paul, Supervisor, Leslie Cross, Ass't. Mgr. Front Center: Mr. Robert Balkanus, Mgr.



First Ice Cream Cone sold to Billy Coe.





PARAMUS, N. J. WINS LANDSCAPING AWARD

The Howard Johnson's on Route 17, Paramus won second prize in a campaign that was designed to stimulate pride in the outside appearance of the town's business and industrial family.

This unique program conducted by the Paramus Garden Club—unlike most beautifying campaigns—had a positive approach . . . a contest to choose the best-looking highway businesses and the neatest off-highway industry.

More than 800 votes were cast in the contest by members of school and civic organizations and residents visiting the library or Municipal Building. The winners of the highway division were picked from a poster containing pictures of 10 of the most eligible businesses as determined by the Garden Club's community service committee.



Mrs. Robert Walsh, chairlady of the club's beautifying project, shows a contest poster to Walter DuBois of Howard Johnson's, left, and to Burt Wiener of Rayco Manufacturing Company who won first prize.

VENDING ON THE N. J. TURNPIKE



Six new attractive Vending Buildings were erected next to the Snack Bars on the New Jersey Turnpike. These buildings are twelve feet wide—four feet deep with a height of nine feet in the rear tapering to seven and one-half feet in the front. Construction consists of a treated cement flooring with sand blocks for the entire back wall and sand blocks on the sides up to a height of 30 inches. The side walls and roof are made of fibre glass. The sand blocks are painted a Howard Johnson's blue-green.

Four separate interlocking doors trimmed with

aluminum are also of fibre glass. These doors are easily removed and stored in a special rack in the rear of the building.

Van-type trucks designed especially for the automatic merchandising needs of the turnpike deliver to these buildings in addition to the regular turnpike restaurants.

With the exception of a few restaurants, all are serviced every other day with factory-fresh merchandise assuring Howard Johnson's guests of fresh products.



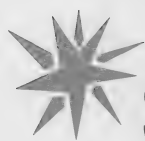
"After the Ceremonies"



MANAGERS MEET *to discuss cooperative plans. Mr. Kirkbride, Restaurant Manager and Mr. Thompson, Motor Lodge Manager.*



FUTURE PLANS *were immediately underway as Mr. Johnson meets with L. to R. Arthur Kroog, Philip Wasserstrom, Mr. Johnson, William Boykin and C. K. Dwinell.*



SPARTANBURG, S. C. HOSTS PROFESSIONAL GOLFERS



COMPETITORS AND HOSTS.

L. to R.: Mrs. Mabel Thompson, Restaurant Manager; Mr. and Mrs. Aaron Read, Motor Lodge Manager; Barbara Romack, Kathy Whitworth, Sandra Haynie, Cynthia Sullivan, Murle McKenzie, Betty Jameson, Beth Stone, Barbara Greene, Mary Lena Faulk, Mickey Wright, and Judy Kimball. Kneeling: Pat Moore, Carol Mann, Bettye Danoff, Mary Ann Reynolds.

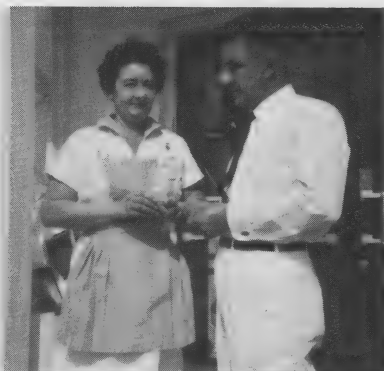
The ninth annual Betsy Rawls Women's Open Golf Tournament was held at the Spartanburg, S. C. Country Club. The purse for the 54 hole tournament was \$6,000.00. Many of the top women professionals in the country competed along with Spartanburg's champion and favorite, Betsy Rawls, for whom the turney was named. Betsy is president of the Ladies' Professional Golf Association and four-time National Open Champion.

The Howard Johnson's Motor Lodge was host to many of the contestants which included top favorites as Mary Lena Faulk, winner of the Babe Zaharias Open at Beaumont, Texas; Mickey Wright, from San Diego, California and victor of the Titleholders in Augusta, Georgia; Betsy Jameson from San Antonio, Texas; Sandra Haynie of Fort Worth, Texas and Beth Stone of Muskogee, Oklahoma; Barbara Romack of Sacramento, California and Carol Mann of Olympia Gield, Illinois; Judy Kimball of Sioux City, Iowa; Pat Moore, Los Angeles, California, a teaching pro applying for LPGA membership; Kathy Whitworth, New Mexico and several other nationally famous golfers.

AWARDS . . .



Irene Tyson received 10 yr. pin, Miami duPont store.



10 year award to Thelma Ball by Manager James Stare, St. Petersburg, North.



John Romero of Broad Causeway (Miami) receives 5 yr. pin from Supervisor Byron Creasy (left) as staff assembles.



Manager J. Walburn, left, of Hapeville, Ga., receives 5 year pin from Supervisor A. Melson.



Mr. Norman Hatch, District Supervisor, congratulates Mr. Pappas, manager and employees of Dallas (Texas) on safety award.



George Demerges, manager of St. Petersburg Goosepond, presented 5 yr. pin by R. Connors, District Supervisor.



15 year honoree Romeo Cote, with Edna Church and Katherine Bowe, Pompano Beach.



William Wilson, Manager, New Orleans, presented a Certificate of Appreciation from the United States Navy Recruiting Service in New Orleans for his cooperation with the Navy in the community.



Key Bixcayne (Miami) Mgr. S. deBenedictis, Asst. J. Mediatore, Estelle Winston, 5 yr. honoree, Gertrude Arcand and Jenny Press.



Eddie Lee Roberts (right) of Delray Beach store receives 5 yr. pin from Manager L. Buettner.

... IN DIXIE



Fort Myers employees with 5 year pins representing 25 yrs. of service at this store. L. to R. Jean Stanton, Dorothy Yoemans, Galvin Costello, Mgr., Clara Stinnett, latest honoree, Mae Tiller.



Mr. Crossman, duPont, presents 5 yr. pin to Eleanor Dill, Velma Prybos looks on.



Burt Stewart, Hollywood, Fla. manager, presents 5 yr. pin to Joseph D'Azzo.



Mr. Creasy and Doris Hart (LANDMARK reporter), Miami Shores.



Emma LeMay, Key West Manager, receives 10 yr. pin from A. Glenn Glass.



William Blanford, supervisor, presents Peter Nowakowski, Tallahassee Brevard manager with safety plaque.



Juan Vargas receives 5 yr. pin from Mr. Taapken, Mgr. of Miami Shores.



Supervisor Melson presents 5 yr. awards to Mgr. Evelyn Frisbie and Irene Hunt, Florence, Alabama.



Leroy Lee and Helen Hol-somback receive 5 yr. pins from Mgr. J. Walburn.



Mgr. W. McLendon presents 5 yr. pin to Florence Odum, Savannah, Ga.



Leonard Buettner, manager of Delray Beach, receives safety plaque award from Supervisor Deeds.

OPERATION LOLLYPOP

The Howard Johnson Company's latest venture in public relations was done with the cooperation of the U. S. Navy. Over 10,000 lollypops and 2,500 children's comic book menus were loaded aboard the U. S. S. Forrest Sherman, a destroyer embarking upon a good-will cruise to Africa. The technical name of the cruise was "SOLANT AMITY III" but the more informal name was "OPERATION LOLLYPOP."

The U. S. S. Forrest Sherman was one of the few ships selected to participate in this country's People-to-People program which was initiated by former President Eisenhower. During a six-month period, the ship will visit almost 30 ports up and down the East and West Coasts of Africa. The purpose of the cruise is to have the people of Africa meet people from the United States which, in this case, are the 280 men aboard the U. S. S. Forrest Sherman.

In each port, the U. S. Navy will invite Africans aboard to tour the ship and ask questions. The lollypops and menus will be distributed to the children as a good-will gesture from both the Navy and Howard Johnson's.

Local newspapers and wire services heard about this joint effort and were on hand at the Charlestown Navy Yard in Boston, Massachusetts to see the unusual cargo being loaded on the ship. Pictures and stories appeared in several newspapers throughout the United States. One paper renamed the destroyer the "Good-Ship Lollypop."

This is one of many projects in which the Howard Johnson Company has participated to assist in informing people of other nations in the way that America lives . . . people working and serving together for the better way of life.



U.S.S. Forrest Sherman receives good-will cargo from Howard Johnson's truck. Reporters, newsmen, T.V. Cameramen were on hand to witness the first phase of "OPERATION LOLLYPOP."



Crew members in dress uniform assist Howard Johnson's personnel in loading the cargo which was packed in cartons and our Colapso Coolers.



Milford, Connecticut, on the Boston Post Road, celebrated its Silver Anniversary this year by offering a 1936 menu with 1936 prices.

The Anniversary Special was published in the local newspapers, the result of which was overwhelming . . . over 2,700 persons were served in the 230-seater unit. The standing line averaged 150 people from 4:30 to 8:30 P.M. but no one had to wait longer than 35 minutes to be seated. The 2,700 guests that were served is no indication of what could have been served if the restaurant had been three times larger. It was necessary for the Milford police to turn people away due to the overcrowded area. Neighboring restaurant operators reported that they had operated far beyond their normal capacity for that evening meal. Another Howard Johnson's in the Milford area did an extra \$300.00 for the day and 15 miles away in Fairfield, Conn., an extra \$200.00 was enjoyed.

Mr. Joseph Buckley, manager for franchise operator, Irving Carter, staffed the store with 6 cooks, 24 "Johnson Girls," 6 hostesses, and 4 busboys to insure the best possible service to the anniversary guests. Several elegant bouquets were sent to the restaurant from friends and business associates to express their appreciation and to be a part of the occasion.

Comments received from guests could not have been more rewarding . . . this festive day will be long remembered in the community.

APPRECIATION

Promotions are patronized!

25th ANNIVERSARY CELEBRATED



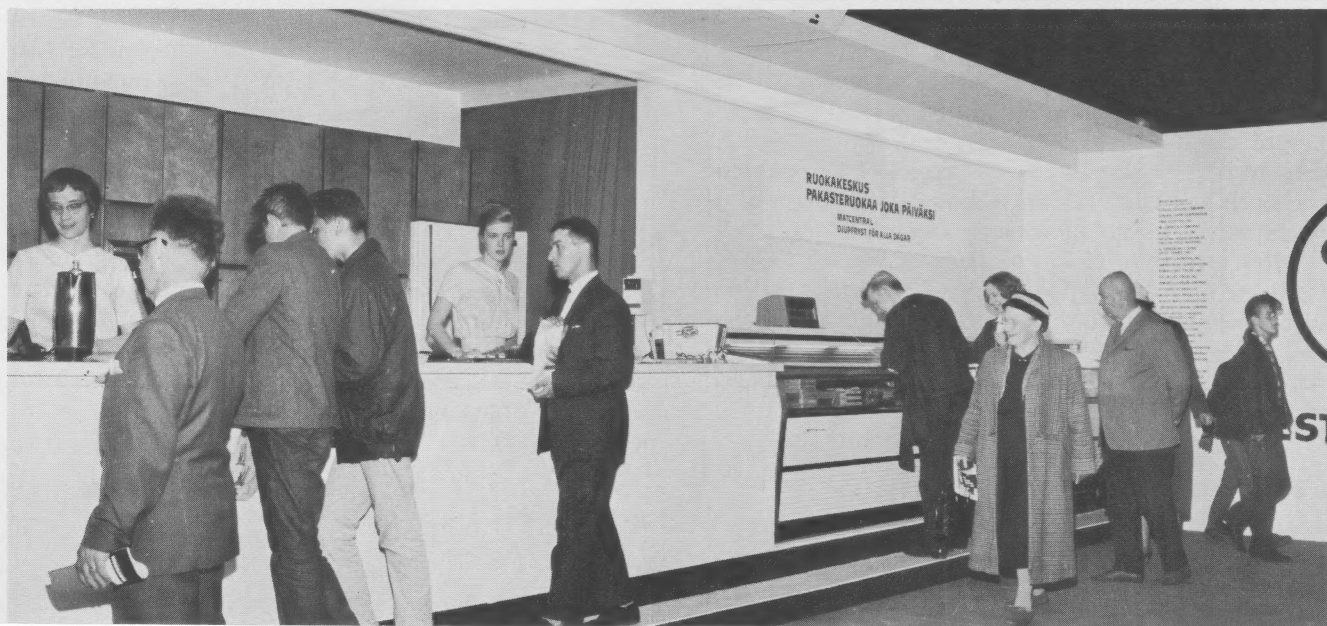
"Amerikka Tanaan" in FINLAND



HOWARD JOHNSON'S FROZEN FOODS ON DISPLAY IN FINLAND—Marjatta Astroem of Finland explains to her country folk all about the packaging and quality of Howard Johnson's Frozen Foods on display at the United States pavilion at the Helsinki Exhibition.

Finnish visitors to "Amerikka Tanaan" (America Today), the United States Industries Exhibition in Helsinki, Finland, examine frozen food packed by the Howard D. Johnson Company of Brockton, Massachusetts. At right are bilingual students serving as translators and demonstrators at the Exhibition. The food was part of a demonstration of modern, quick American cooking methods.

"Amerikka Tanaan" was a so-called "solo" exhibition put on under the auspices of the U. S. Department of Commerce's Office of International Trade Fairs in order to stimulate foreign trade. It was referred to as a "solo" event in that other countries or groups did not show their products at the same time. Held in the "Messuhalli," an exhibition building near the site of the 1952 Olympic Games, this exhibition accommodated more than 100 American firms and their Scandinavian distributors.



NEWS and



TWENTY YEAR AWARD to Anne Laswick of Buffalo, N.Y., who received a gift of appreciation from Supervisor Ernest Zalk. Mrs. C. Joswick (right), Supervisor, congratulated Miss Lasick for her fine performance as a dining room hostess.



FIVE YEAR AWARDS are presented by E. John Corkins (left), franchise operator in Brattleboro, Vermont, to Charles Beam, Benjamin Andrews, Rita Gorton, Eleanor Leonard, and Marion Bishop. Mrs. Corkins, extreme right, joined Mr. Corkins in this expression of appreciation for loyal service.



FIVE YEAR AWARDS, La Plata, Maryland: Marshall Crist, franchise operator (left), presented Service Pins to Katherine Cooksey, Edna Johnson, Cardnial Johnson, Manager M. Stanfield, Juanita Young, Helen Makle; Frank Wade—franchise operator, also present for the occasion; and Grace Queen.



TEN YEAR AWARDS, Winchester, Virginia. Front row: Dorothy McDonald, Melvin Browne, Wanda Boyce. Back row: Marie Shanholtz, James Hounshell, Jr., Norman Dunn, Lucille Mathias.



FIVE YEAR PINS, Terra Haute, Indiana: Top: Victor Gavel, Manager; Barbara Ellis, Lillian Churchill, John Catlin, Velta Neice. Bottom: Katherine Adams, Patricia Deakins, Dorothy Milner, Opal Vanriette and Mr. Gavel.

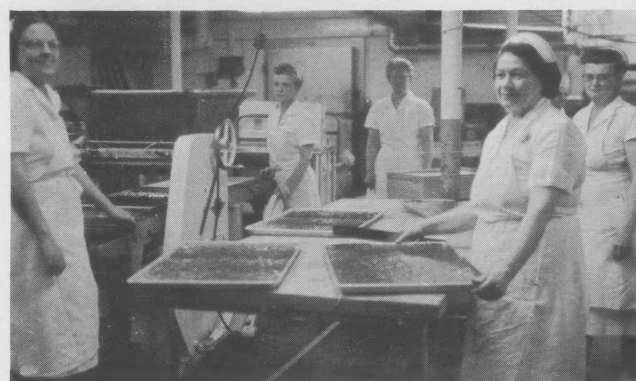
NEWS and SPORTS



1162 DOZEN AN HOUR. *The roll machine in the Brockton, Mass. Bakery operates at top capacity as rolls are placed on aluminum trays for freezing from the conveyor belt. Ma Bruemel, Julia Stankus and Lillian Dion.*



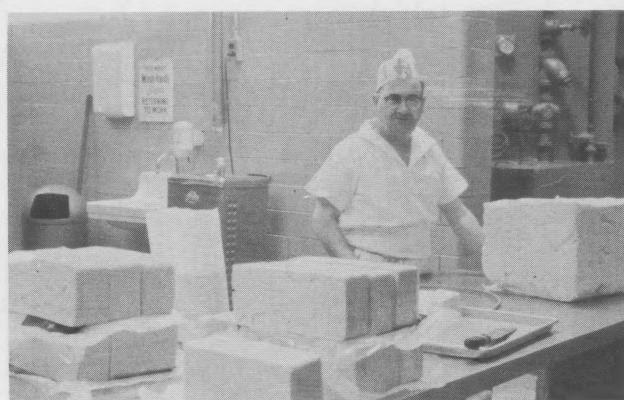
420,000 POUNDS *a month of dry mixes are made and packaged. Griddle Cake Mix is one of our popular items. Dora Blinn, Doris Lewis, Lillian Dion, Joyce Brady, Eva Nash package Griddle Mix in Brockton.*



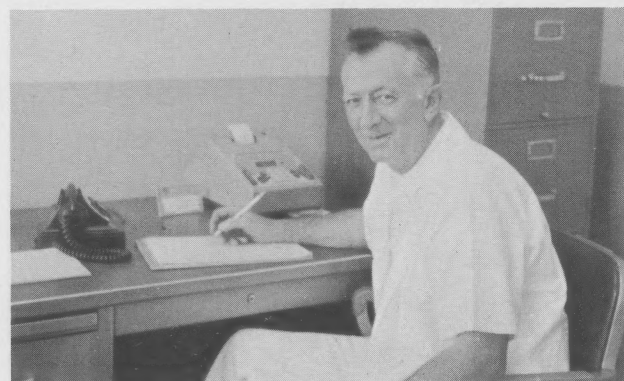
15 THOUSAND BROWNIES A DAY *The Brockton Fancy Bakery is now introducing new methods to speed up the production. Agnes Dean, Louise Smith, Madelyn Nelson preparing brownie mix, Mrs. Hunt, center, supervises.*



MANAGER TRAINEE *learns about frozen food. Frank Gagnon, Foreman Frozen Food Division Brockton, teaches scaling to Donald O'Brien, trainee.*



IMPORTED CHEDDAR CHEESE *is prepared for Macaroni and Cheese by Freno Patrone.*



TWENTY YEARS OF MANAGING "28 FLAVORS" *"Bunk" Higgins maintains a vigilant watch over the ice cream manufacturing department in Brockton, Mass.*



WRAPPING MACHINE ATTENDANTS

Rita McDonald and Alice Zincus.



PACKAGING "POPS"

Louise Tinney, Alice Bevis, Arlene Brennan, Margaret McKay.

Louise Tinney, Alice Bevis, Arlene Brennan, Margaret McKay.

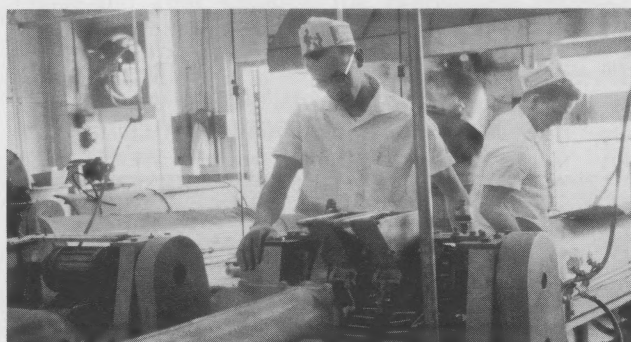


THE SWEETEST JOB OF ALL.

Assistant Plant Manager of our Cole Chocolate Factory Ken Desrosiers; General Manager—George McLaughlin; Plant Manager—Charles Bethel; Office Secretary—Clara Vegkley keep the one pound chocolates coming.

78 THOUSAND LOLLYPOPS AN HOUR

Lollypops are manufactured at the rate of 78 thousand an hour at the Candy and Syrup Factory in Wollaston, Massachusetts. After a batch of candy is made it is cooled, tempered and then put in the batch roller. The candy is spun through a Racine "pop" machine before the sticks are added. Continuing on a series of conveyor belts, the "pops" are cooled and put through the wrapping machine before they are packaged in our colorful boxes and bags.



BATCH ROLLER

attended by Paul McEwen, Peter Williams on the Racine "pop" machine at right.



H. J. BALLOONS HOOK SHARKS.

Louis "Herb" Goodwin catches sharks in Boynton Beach, Fla. Actually the balloons serve as floats.